

Message Text

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PAGE 01 KINGST 05112 312021Z

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 USIA-15 STR-04 /037 W

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R 311930Z DEC 75

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 9764

UNCLAS KINGSTON 5112

E.O. 11652: N/A

TAGS: ETRD, JM

SUBJECT: JAMAICA NATIONAL EXPORT CORPORATION (JNEC) REACTS

FAVORABLY TO USGSP

REF: A) KINGSTON 4853 B) STATE 287005

1. REGINALD WEBB-HARRIS, EXECUTIVE DIRECTOR OF JNEC (GOJ ORGANIZATION PROMOTING EXPORTS), IS ENTHUSIASTIC ABOUT USGSP AND PROMISING SALES PROSPECTS THE SCHEME OFFERS FOR JAMAICAN PRODUCTS ON AMERICAN MARKET. JNEC CURRENTLY DISTRIBUTING MATERIALS EXPLAINING GSP TO LOCAL BUSINESS COMMUNITY.

2. WEBB-HARRIS PROPOSES TWO ADDITIONAL VEHICLES TO APPRISE JAMAICAN BUSINESSMEN FURTHER ABOUT GSP:

A) REF A, JNEC WOULD LIKE TO INCLUDE GSP BROCHURE GEARED TO EXPORTERS (PERHAPS AS OUTLINED IN PARA 1 REFTEL) IN ITS MONTHLY NEWSLETTER MAILING WHICH REACHES APPROXIMATELY 2,500 COMPANIES. POST EXPECTS TO FORWARD COPY 10-12 PAGE BROCHURE TO JNEC WHICH COULD THEN RE-PRINT IT AT ITS OWN EXPENSE AND DISTRIBUTE IN NEWSLETTER MAILING.

B) IN ADDITION, JNEC INTERESTED CO-HOSTING GSP SEMINAR WITH EMBASSY IN 1976, PREFERABLY IN SECOND QUARTER. SEMINAR WOULD BE ATTENDED BY ABOUT 60-80 KEY JAMAICAN BUSINESSMEN. IN A ONE-HOUR PREPARED TALK FOLLOWED BY QUESTION/ANSWER PERIOD, A KNOWLEDGEABLE, POLICY LEVEL GSP SPECIALIST FROM WASH-

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INGTON COULD ADDRESS BUSINESSMEN ABOUT BACKGROUND

LEADING TO PASSAGE OF THE USGSP AND DESCRIBE OPERATIONAL IMPLEMENTATION OF GSP (PARTICULARLY KEY PROVISIONS RELATING TO EVENTUAL TRADE BETWEEN DEVELOPED AND DEVELOPING ECONOMIES). HE SHOULD BE PREPARED TO EXPLAIN WHY CERTAIN INDUSTRIES (RUM, CIGARS, TEXTILES, LEATHER PRODUCTS) IN THE U.S. CONTINUE TO BE PROTECTED. HE COULD PRESENT A LOOK AT FUTURE GSP INCLUDING DISCUSSING ADDITIONAL PRODUCT CATEGORIES WHICH MIGHT BE GIVEN DUTY FREE ACCESS TO AMERICAN MARKET.

THE U.S. GSP SPEAKER WOULD PRESENT HIS ADDRESS AS PART OF A ONE-DAY JNEC GENERAL SEMINAR ON GSP SCHEMES WHICH WOULD INCLUDE DISCUSSION, FOR EXAMPLE, OF EEC POLICIES. AFTER THE SEMINAR, THE U.S. SPECIALIST COULD REMAIN FOR TWO MORE DAYS TO CONSULT WITH JAMAICAN BUSINESSMEN INDIVIDUALLY. JNEC HAS OFFERED TO MAKE ITS OFFICES AVAILABLE IN NEW KINGSTON AREA FOR THESE MEETINGS.

POSSIBLE 1976 DATES FOR SEMINAR COULD BE: MAY 11-13; MAY 18-20; JUNE 1-3. JNEC WILL BEAR COST OF LUNCH AND RENTAL OF SEMINAR ROOM. USG WOULD PAY AIR FARE/TRANSPORT AND PER DIEM COST OF GSP SPECIALIST DURING HIS STAY.

3. POST WOULD APPRECIATE DEPARTMENT'S REACTION TO POSSIBILITIES OUTLINED PARA 2.

GERARD

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE LAW, GENERALIZED PREFERENCES (TARIFFS), EXPORTERS, PUBLIC ATTITUDES
Control Number: n/a
Copy: SINGLE
Draft Date: 31 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975KINGST05112
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750452-0298
From: KINGSTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975121/aaaaaaaxb.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 KINGSTON 4853, 76 STATE 287005
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 23 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 JUN 2003 by ReddocGW>; APPROVED <28 JAN 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: JAMAICA NATIONAL EXPORT CORPORATION (JNEC) REACTS FAVORABLY TO USGSP
TAGS: ETRD, JM, JAMAICA NATIONAL EXPORT CORPORATION, JNEC
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006